

ABSTRACT

The present invention provides a system for collecting market research data on-line through the use of a Web-hosted interactive multi-media software application. This system collects participants' responses and reactions to pre-determined stimuli utilizing interactive participation via computers to collect data while adhering to scientific and proven market research methodologies. When the system is hosted on a web accessible resource, participants access the system via unique universal resource locators (URLs). Such responses are recorded, scored and stored in a text file in a hidden frame that remains state throughout the execution of the survey. Once all the responses are scored and stored, the text in the hidden frame is then sent to the administrator's server for storage and subsequent analysis.

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